

UNIVERSITY MISSOURIAN

(Thursday, June 10, 1915)

A LARGE CROP OF COURTESY.

The world is growing better in many ways despite the retrogression of war's colossal iniquity.

Take a single instance.

Thirty, twenty, ten years ago the employe of a public utility concern who recalled that he was also the servant of the public was the exception among his fellows. Success was apparently measured by discourtesy, domineering, neglect of the common decencies of social life. The public was damned by railway presidents and railway brakemen. As the railway hired men, so were the employes of other corporations that lived upon the public.

All this has changed. Courtesy has succeeded discourtesy. The rude, uncouth employe has become the exception. Women and children may travel with assurance of gentlemanly treatment from railway agents and trainmen everywhere. A modest man may ask for mail at a strange post-office without being growled at. A telephone subscriber may have a call repeated without a conversational altercation with central. The public is smiled upon, not sworn at.

"I have been traveling in the same territory in the Southwest twenty-eight years," said William H. Rucker, "and the change for the better in the attitude of the employes of railroads toward their patrons has been most marked. Though gradually brought about, it has been revolutionized."

Mr. Rucker's experience is matched by the experience of all who deal with the representatives of public service corporations abroad or at home.

The grouch and boor have not altogether disappeared, of course. A few are near at hand. Their number in public place, however, is smaller all the while.

The world is growing better. Politeness, which is the outward sign of an inward grace, is on the increase.

Close Watch Kept on the Newspaper

From the Journalism Week address by George B. Denney, general manager of the Dallas News.

From a purely selfish viewpoint, it would be folly for a newspaper to permit advertisers to exert an improper influence on the publication of news. I think I am safe in saying that with reputable newspapers, no such influence exists. In the first place, advertisers are after publicity for the wares they have for sale and are as a rule not seeking influence. Some advertisers who have imagined in the past that because they spent a certain amount of money with a newspaper they had a moral right to require that paper to advocate legislation for their benefit, have been enlightened by having their business refused by many of the leading papers of the country. There is no business on which a closer watch is kept by the public than that of a newspaper. What the publisher does and what his paper's opinion is, goes before the public every day. That same public is merciless in its criticism, quick to jump at conclusions and frequently unjust in its judgment. A newspaper may deceive a part of its readers for a while, but none of them for a very long time.

Another critic of the newspaper, who is always watching for an evidence of corrupt influence is the low class politician. Every newspaper of any worth has an active and sleepless enemy in the army of the kind of politicians whom it has had occasion to oppose at some time in its career. No issue of the paper passes without being scanned for an opportunity to attack it. With the caustic critics who make up its subscription list, and the enemies seeking an opportunity to assail it, a newspaper must for self-protection be above suspicion.

I think it may be accepted as a formula that, in the long run, the advertising columns of a newspaper are salable directly in the proportion that its editorial and news columns are independent, honest and unpurchasable. For the public has an instinct that may be depended upon to detect dishonesty in a newspaper, and, once they come to suspect it of dishonesty, they will quickly render its advertising columns unsalable by the simple process of refusing to read, or, unconsciously perhaps, refusing to believe many things printed in its advertising columns. There is a certain intangible value in the advertising columns of a newspaper which has

prestige and which controls the confidence of its readers that assures the advertisers a far more fruitful return than if the opposite were true. The same "copy" printed in two newspapers of equal circulation, but altogether unequal in public esteem, will bring surprisingly different results. It is an axiom among advertising men that a medium must be reliable if advertising is to be really profitable. The advertiser, therefore, benefits from a newspaper which is clean and dependable—a newspaper of character.

IN A STORM OF GERMAN SHELLS

Shepherd Tells of Bombardment of a Belgian Town.

Continuing his story from the headquarters of the British army in Northern France, published in the Missouriian Monday, William G. Shepherd, United Press staff correspondent, writes:

"You two run over to a restaurant and get something to eat." These words took my attention away from the pathetic scenes.

"There are two men over in the hospital who were badly hurt by one of those shells. One has had his lower jaw blown off and his throat laid open and the other had the top of his head knocked off. I've got to ease them up a bit."

As he ran across the street to the hospital door I saw him taking off his overcoat; a few seconds more and his house coat would be off; then he would be in a white apron and soon the apron would be red and the great physician from London would be doing the work of mercy that no ordinary man would even like to look at.

The roar of hundreds of guns came to us from the battle line as we entered a little country hotel to eat. No shell had fallen on the town for an hour now; the tension was relieved; there were not so many Belgians with packages; some of them were sitting on chairs, at their doorways, hoping that the "one more shell" that would be the final tugging at home ties would not come.

If you're afraid of lightning in a storm, multiply your fear by a hundred, imagine a storm in which you can hear the lightning coming, a storm which will drive you away from your home perhaps forever. If it doesn't kill you; a storm which may last not for a summer afternoon but for many days and even months—and you'll begin to understand how those Belgians felt with the roar of the German cyclone in the air.

"Do men ever get used to shell fire?" I asked the man who knows Wall Street.

"I never saw anyone who did," he answered simply. "Any man who says he doesn't mind it is a liar."

AND 'T WAS A BARGAIN, AT THAT

"Honus" Wagner Makes a Dog-Trade to Escape From a Cell.

By United Press
PITTSBURGH, June 10.—Hans Wagner, baseball star, is a chicken fancier and dog-breeder as well as shortstop superior, basketball-tosser par excellence and fisherman with a patience de luxe.

Recently, when he paid the Allegheny county jail a visit, Warden Edward Lewis locked him in a dungeon cell for a joke. After enjoying the darkness and the general sepulchral quality for a while, "Honus" began to rail. Finally he remembered that Lewis had offered vainly on several occasions to make a dog swap with him and in near-despair he called out:

"Say, Ed, let me out of here and I'll give you that thoroughbred for the bull pup."

"Bargain," said Lewis, grinning as he turned the big key.

Government's Summer Vacation On.

By United Press
WASHINGTON, June 10.—The summer vacation season for government clerks is on. Today the vanguard of 40,000 government employes are their "leave," as their periods of vacations are popularly called. Each is entitled to 30 days, exclusive of Sundays, and most of them take it during the heated term. The vacation season proper begins June 1, but extends right up to New Year's Day. Saturday half holidays are also being viewed with satisfaction, for three months the departments observing the rule of closing at 1 p. m. on Saturday.

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MAY INSURE AGAINST SICKNESS

U. S. and States May Provide for Workers Temporarily Laid Off.

By United Press
WASHINGTON, June 10.—The feasibility of a system of sickness insurance for the United States and for states, by which wage-earners would be enabled to meet the expenses of ill-health and the various health promoting agencies be stipulated in the prevention of disease among industrial workers, has been the subject of investigation by members of the staff of the federal Commission on Industrial Relations and the U. S. Public Health Service, according to an announcement by the Bureau of the Public Health Service here.

A system of sickness insurance, similar to those in operation in European countries, states the report, is based upon the principles that the insured wage-earners, by small weekly payments that are supplemented by proportionate payments from employers and from the government, will be enabled to receive weekly cash benefits and medical and hospital service for himself and his family in times of sickness.

Employers, employees and the public will thus have a definite financial incentive to reduce the amount of sickness, and the preventive agencies now at work will be afforded a field for closer co-operation with industrial and trade union organizations for the purpose of lessening disease. Under present conditions, it is pointed out, millions of low-paid wage workers are unable to meet the expenses of sickness and not only suffer from lack of proper medical care, but are deprived of their income during periods of ill-health.

SOME ODD NOTES OF THE WAR

Millionaire Now a Corporal—Austrian Art Treasures Moved.

By United Press
LONDON—Sir H. H. Raphael, member of Parliament, the only millionaire serving in the ranks of the British army, has been promoted from private to corporal.

COPENHAGEN—Advices from Austria say art treasures valued at nearly \$5,000,000 have been moved from the museum at Vienna and Budapest to safer places.

LONDON—Practically all British medical students are serving in the Royal Army Medical Corps and every community is short of registered doctors.

LONDON—The infant son of a British soldier was christened "George Kitchener Jellicoe."

CARDIFF—Cardiff street railway workers passed a resolution against the employment of women conductors, four of whom the company allowed to take the places of their husbands who went to war.

LONDON—Rumors say the war will mean a reconciliation between France and the Duke of Orleans—Bourbon King of France—who is in exile.

PHILADELPHIA "MOVIE" CENTER

Owner of Picture Company Plans to Pay Actors \$3,000,000 a Year.

By United Press
PHILADELPHIA, June 10.—Philadelphia is to be the home of the "movies." This is the prediction of Sigmund Lubin, pioneer motion picture producer and owner of one of the greatest "movie" plants in the world. In announcing the future plans of his corporation, Lubin declared today, hereafter only master films will be pictured here and that the standards of art, photography and acting will be raised to the highest possible degree.

Instead of making up a cast out of

stock members of the various companies employed by the Lubin company, Lubin asserted, he will cast well-known actresses and actors for the various roles, to obtain the type necessary to convey the illusion to the auditor. He declared that the day had gone by when the photoplay can be staged in any old way, with a scratch cast. Today, he said, the motion picture must be artistic, must tell a stirring tale, and have the necessary "punch."

The yearly payroll of his actors, Lubin emphasized, will be more than \$3,000,000.

HE IS A WANDERER AT 8 YEARS

Lawrence Daly of San Francisco "Just Wants to See the Country."

By United Press
SAN FRANCISCO, June 10.—Lawrence Daly, 8 years old, made twenty-seven attempts to run away from home before he had lived in San Francisco four months. That's at a rate of more than six a month. Why? "Oh," says the little blue-eyed chap, "just because I want to see the country."

Recently when the Shasta Limited stopped in Berkeley, a railway detective discovered Lawrence riding the blind baggage, as bold as any professional "bo."

Once, when he vanished, all the efforts of the police failed to find him. Sixty miles from San Francisco a passenger on the "Lark," bound for Los Angeles, sought his berth, which had been made up by the porter before the train started. In the berth he found Lawrence, fully clothed, from shoes to cap.

"Pardon me—my mistake," said the 8-year-old, climbing out. He headed for the diner, but the conductor sent him home on the next train. He had crept unnoticed aboard the Lark and hidden in the berth in the early evening.

Another time a shaggy sea-captain, just as his vessel was standing away to China from the Golden Gate, discovered Lawrence in the midst of a coil of rope. The pilot took him home, much to his disgust and chagrin.

Will serve meals after June 1st, for \$3 per week. Call 517 S. Sixth St. or Phone 856-White. M-238

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Phone 74



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Where you'll meet your old friends and
make many new acquaintances.

Service is the reason why One-third of the students in the regular session have eaten at The Cafeteria.

You select your own meals from the largest variety of food offered anywhere in Columbia. The average cost here is 14 cents a meal. You get what you want and pay only for what you get.

North entrance to Lathrop Hall on the
Campus. Just west of the
Engineering Bldg.

Panama Canal Affects Railroads.

By United Press
WASHINGTON, June 10.—Although the Interstate Commerce Commission order, requiring several eastern railroads to give up their steamship con-

nections on the Great Lakes, does not go into effect until December 1, the Commission is being kept busy explaining the reason for the order, which was made under the terms of the Panama Canal act.

When You're
Training

Take a tip from the men who top all the
average tables. Drink

Coca-Cola

They know it's good to train on—to work
on. The one best, out-and-out thirst-
quencher—full of refreshment, pleasure
and wholesomeness.

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4:30 p.m., arrive Kansas City 9:45 p.m.
4:30 p.m., arrive St. Louis 10:50 p.m.
8:20 p.m., arrive St. Louis 7:30 a.m.
8:20 p.m., arrive Kansas City 7:50 a.m.

For further information call, or phone 184.

J. C. ABBOTT, Agent, Wabash R. R.

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Account of University closing, the M. K. & T. Ry.
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